

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Shopped at Nordstrom in the past 4 weeks	13.3	355	3
2. Shop at Price Clubs	1.8	293	2
3. Have a Chevron credit card	9.6	270	2
4. Shopped at Macy's in the last 4 weeks	21.8	265	3
5. Ate at Carl's Jr. in the last 4 weeks	3.4	264	3
6. Rented a car for business use in the past 12 months	17.2	253	2
7. Own downhill skis/boots	12.1	252	2
8. Used a professional cleaning service in last 12 months	8.9	251	4
9. Spent \$100 or more on dry cleaning in last 6 months	15.4	243	4
10. Contributed \$50 or more to PBS last year	7.7	242	4
11. Traveled to foreign country for 15 or more nights in last 3 years	11.4	232	4
12. Eat at casual Mexican restaurants	12.9	228	1
13. Own a passport	43.9	227	4
14. Eat at quick service coffee house restaurants	2.6	225	5
15. Rented a car for personal use in the last 12 months	27.9	223	2
16. Went snow skiing in the last year	9.9	222	3
17. Shopped at Lord & Taylor in the past 4 weeks	5.8	222	4
18. Took a domestic business trip last year	17.4	218	2
19. Drank domestic white wine in the last 5 months	19.7	218	2
20. Used a travel agent to plan a foreign trip in last 3 years	28.5	217	2

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Reason for having 2 or more lines is to use with fax machine	14.5	363	2
2. Reason for having 2 or more lines is to use with PC modem	26.7	283	2
3. Have more than one personal PC in household	28.7	259	1
4. Reason for having primary wireless phone is business	12.0	256	1
5. Use internet/online services 1-5 times/week	23.3	244	2
6. Primary wireless phone is analog	21.6	243	1
7. Average monthly expenses for online/internet is < \$15	10.6	239	4
8. PC primarily used for business work	18.7	237	2
9. Have more than one phone line	36.9	220	2
10. Have a pager that has national coverage or alphanumeric display	12.0	215	4

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Made savings/investments totaling over \$20,000 last year	20.2	324	3
2. Have invested in three or more mutual fund families	25.0	315	2
3. Have total investable assets >\$200k	20.2	291	4
4. Use credit card(s) more than 10 times per month	52.3	278	1
5. Use discount brokerage services	20.7	274	4
6. Hold an American Express Green, Gold, or Platinum credit card	25.6	241	4
7. Have a mutual fund with a load fee	16.9	238	2
8. Own stock funds	38.5	228	3
9. Own money market mutual funds	36.9	225	3
10. Have an auto lease	16.2	223	6

4 - Mid-Life Success Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Read Worth Magazine	9.2	332	3
2. Listen to classical radio format	9.9	319	5
3. Read Airline Magazines	12.7	293	3
4. Listen to NPR (National Public Radio)	10.1	265	6
5. Listen to all news radio format	17.3	240	4
6. Read George Magazine	10.6	233	6
7. Read Travel Magazines	16.5	226	4
8. Read Golf For Women Magazine	13.2	225	2
9. Read Epicurean Magazines	11.8	220	3
10. Read This Old House Magazine	9.5	209	4
11. Read Money Magazine	10.0	209	4
12. Read Smithsonian Magazine	8.9	203	6
13. Listen to news/talk radio format	36.5	195	2
14. Listen to jazz format	11.5	192	8
15. Watch Tennis	7.2	192	2
16. Read Business/Finance Magazines	39.4	191	3
17. Read Golf Digest Magazine	6.4	190	4
18. Read Newsweek Magazine	20.3	190	4
19. Read Martha Stewart Living Magazine	7.5	190	2
20. Read PC Magazine	6.0	187	6

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a pool or hot tub	24.0	271	1
2. Own a hot tub/whirlpool spa	13.9	265	4
3. Home has a fireplace with no glass doors	34.7	263	1
4. Home has a fireplace with glass doors	43.5	248	2
5. Home has a timers for outdoor lights	24.6	241	1
6. Own a espresso/cappuccino maker	13.8	236	3
7. Home has a oven (non-convection) separate from stove (range top)	33.9	235	3
8. Own a electric coffee grinders	33.0	226	2
9. Own a pasta machine	7.4	217	6
10. Own a trash compactor	8.8	216	5

POWER UTILITIES

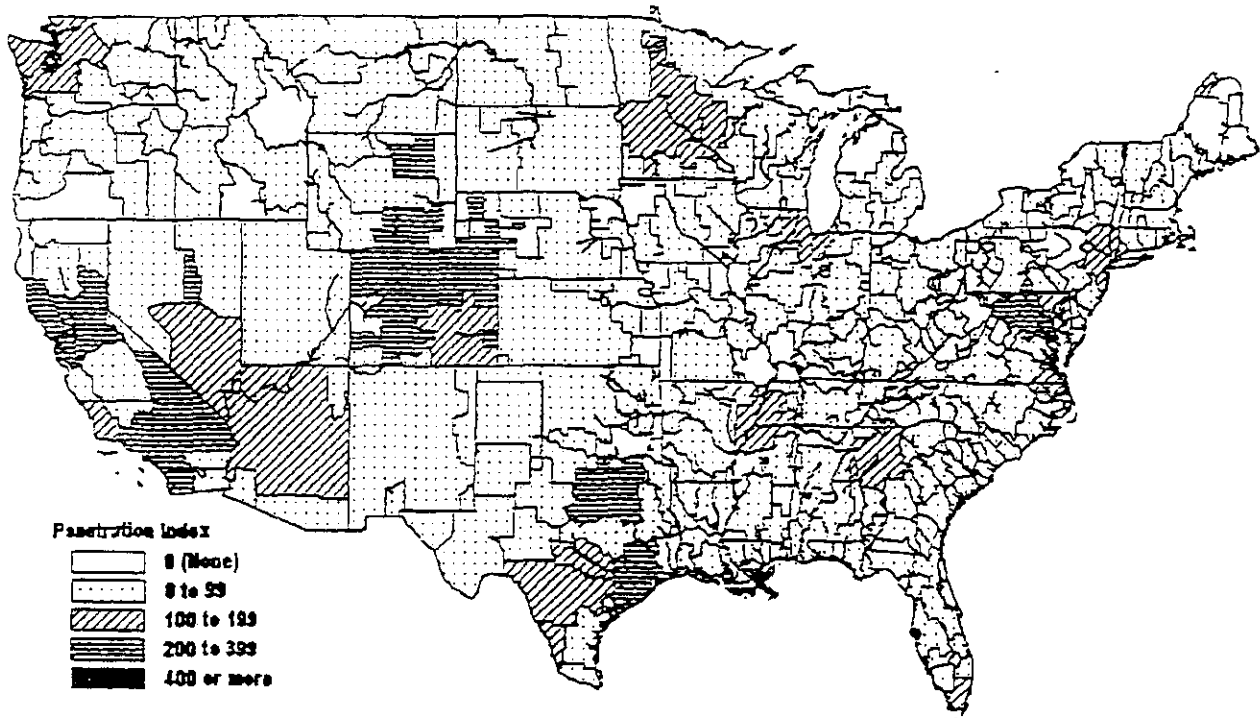
	Percent Penetration	MicroVision Index	Rank
1. Have a natural gas fireplace with no glass doors	13.3	377	2
2. Have a natural gas fireplace with glass doors	16.9	370	3
3. Have 2 or more central air conditioners	9.1	281	4
4. Have a gas range top separate from non-convection oven	16.7	262	2
5. Have an electric oven (non-conv.) separate from range top	27.0	246	3
6. Have a home security system	37.3	237	2
7. Have an electric pool or hot tub	14.0	225	2
8. Have a non-natural gas fireplace with glass doors	25.0	202	5
9. Have a gas non-convection oven separate from range top	7.3	198	5
10. Have a natural gas grill	13.6	192	4

4 - Mid-Life Success Segment
Accumulated Wealth Group

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5 Prosperous Metro Mix

Segment Concentration by Designated Market Area (DMA)



These are typically married couples with young children, living in suburban and urban areas. They have high income and education levels, are homeowners and work in white-collar occupations.

Over half of these households have children, ranking them sixth, and they are more likely than average to have children of all ages. Adults in this segment are more likely than average to be between 35 and 54. Prosperous Metro Mix households are typically large and they rank fourth in the average number of people in the household. These households have a median income 75% above the national average. They are most likely to live in urban and suburban areas, and very unlikely to live in rural areas (94% below average). This segment contains slightly less than the average share of white households, and ranks first in terms of concentration of Asian households. In terms of education, these households rank first in receiving an associate degree, and second in having attended some college. They also score above average in having received their bachelors and graduate degrees. They rank 11th in working in white collar occupations (22% above the national average) and score very high in technical and executive and managerial positions. In addition, they rank fifth in being in the armed forces (with 1.4% currently serving in the military). Homes in this segment are typically owner-occupied (31% above average) with property values 65% above the national average. Renters in this segment pay the third highest median rent.

These are the more likely to have home equity loans and they have the highest share of second mortgages. They are likely to own a PC and are most likely to switch wireless/pager companies due to price.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	8.17	115	7
5 to 9 Years	8.17	112	8
10 to 14 Years	7.82	111	8
15 to 17 Years	4.45	110	13
18 to 20 Years	3.75	90	33
21 Years	1.10	85	35
22 to 24 Years	3.59	95	32
25 to 29 Years	6.84	97	25
30 to 34 Years	6.99	98	24
35 to 39 Years	8.84	112	9
40 to 44 Years	9.51	119	6
45 to 49 Years	8.38	118	7
50 to 54 Years	6.81	113	13
55 to 59 Years	4.79	100	18
60 to 64 Years	3.42	86	37
65 to 69 Years	2.61	72	44
70 to 74 Years	2.02	60	44
75 to 84 Years	2.16	47	45
85 or More Years	0.59	34	48
Average Age	33.62	92	41
Median Age	34.39	95	36

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	3.53	20	48
\$ 15,000 to 25,000	4.21	31	48
\$ 25,000 to 35,000	5.73	46	47
\$ 35,000 to 50,000	12.27	76	41
\$ 50,000 to 75,000	27.97	144	2
\$ 75,000 to 100,000	21.73	225	2
\$100,000 to 150,000	16.73	255	4
\$150,000 or More	7.83	171	10
Average Income	\$ 82,687	147	8
Median Income	\$ 71,684	175	5

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	41.54	126	18
Suburban	57.09	135	18
Rural	1.38	6	43

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	78.35	98	34
Black	6.48	54	23
Native American	0.41	52	36
Asian	11.13	401	2
Pacific Islander	0.72	493	3
Other	2.91	74	19
Hispanic	8.36	93	14

EDUCATION

	MEAN	INDEX	RANK
Some High School	10.79	44	43
High School Graduate	24.91	83	38
Some College Attendance	24.70	132	2
Associate Degree	9.10	148	1
Bachelors Degree	21.08	161	12
Post Graduate Degree	9.42	130	15

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	71.10	122	11
Total Blue Collar	28.90	69	40

WORKERS

	MEAN	INDEX	RANK
No Workers	4.49	34	48
1 Worker	22.22	79	50
2 Workers	54.59	120	6
3 or More Workers	18.70	140	1

1999

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	84.12	131	4
Renter Occupied	15.88	44	47
Median Rent Paid	\$ 672	180	3

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.67	4	47
\$ 50,000 to 100,000	11.15	34	43
\$100,000 to 150,000	27.09	126	10
\$150,000 to 200,000	21.92	187	4
\$200,000 to 300,000	24.58	231	5
\$300,000 to 400,000	9.30	229	9
\$400,000 to 500,000	3.33	174	10
\$500,000 or More	1.97	73	16
Median Property Value	\$ 175,305	165	8

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	10.75	44	49
2 Persons	27.78	87	40
3 to 4 Persons	45.62	141	3
5 to 6 Persons	13.69	148	5
7 or More Persons	2.16	125	9
Average Household Size	3.15	120	4

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	8.44	160	7
1 Unit (Detached)	83.50	141	5
2 Units	1.05	22	48
3 to 9 Units	2.93	30	45
10 to 49 Units	2.04	24	42
50 or More Units	0.58	13	41
Mobile Home	0.96	13	40
Other Type of Unit	0.51	46	48

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Ate at Jack In The Box in the last 4 weeks	3.5	258	3
2. Shopped at the White Hen in the last 6 months	6.0	253	3
3. Shop at Price Clubs	1.5	252	4
4. Ate at Carl's Jr. in the last 4 weeks	3.2	251	5
5. Ate at Chili's in the last 4 weeks	2.1	242	2
6. Shopped at Nordstrom in the past 4 weeks	8.6	231	7
7. Shopped at ARCO in the last 6 months	7.4	203	7
8. Ate at Outback Steakhouse in the last 4 weeks	1.6	201	2
9. Shopped at The Limited in the past 4 weeks	5.5	193	6
10. Shopped at Home Depot in last 4 weeks	38.0	192	1
11. Shopped at Macy's in the last 4 weeks	15.6	190	6
12. Have a Shell credit card	7.8	190	6
13. Ate at T.G.I. Fridays in the last 4 weeks	1.1	190	7
14. Shopped at Lord & Taylor in the past 4 weeks	4.9	187	8
15. Eat at quick service specialty bagel outlets	1.6	185	9
16. Own racquetball equipment	9.6	184	6
17. Ate at IHOP in the last 4 weeks	2.0	181	3
18. Shopped at Marshall's in the last 4 weeks	9.9	179	6
19. Ate at the Olive Garden in the last 4 weeks	3.1	177	4
20. Eat at casual Mexican restaurants	10.0	177	6

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. PC primarily used for banking/budgeting/taxes	8.9	218	5
2. Switched wireless/pager company due to price	7.5	206	1
3. Reason for having 2 or more lines is to use with PC modem	19.1	202	7
4. Have a pager that has national coverage or alphanumeric display	11.1	198	5
5. Reason for having 2 or more lines is due to family size/teenagers	8.8	188	7
6. Average monthly expenses for wireless services are \$51+	13.4	182	5
7. Average monthly expenses for online/internet is < \$15	8.0	181	9
8. Have more than one phone line	30.3	181	6
9. Average monthly expenses for pager services are <\$10	11.5	180	1
10. Average pages received per week is 11+	14.5	180	4

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Have a second mortgage on the primary residence	14.6	240	1
2. Participate in an automatic investment program	18.0	203	2
3. Hold equity loans	20.2	188	4
4. Hold an American Express Green, Gold, or Platinum credit card	19.7	185	7
5. Have invested in three or more mutual fund families	14.6	184	7
6. Have a fixed rate first mortgage on the primary residence	41.6	176	5
7. Have Farmers property/casualty insurance	14.3	172	5
8. Use discount brokerage services	12.9	171	11
9. Use credit card(s) more than 10 times per month	32.0	170	10
10. Acquired a home equity line of credit last year	10.3	169	6

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Read PC World	5.9	203	2
2. Listen to all news radio format	13.7	190	9
3. Read PC Magazine	5.9	183	7
4. Listen to jazz format	9.9	166	11
5. Listen to classical radio format	5.1	166	10
6. Read Computer Magazines	14.2	164	6
7. Read Worth Magazine	4.4	158	13
8. Read Money Magazine	7.6	158	8
9. Listen to contemporary hits radio format	18.4	156	9
10. Listen to Wall Street Journal network	9.8	154	5
11. Read Consumer Reports	14.2	151	8
12. Listen to album oriented/progressive rock format	14.3	151	6
13. Read Airline Magazines	6.5	150	12
14. Read This Old House Magazine	6.9	150	8
15. Watch Newsradio	5.2	149	3
16. Listen to golden oldies radio format	21.3	148	3
17. Read Vogue Magazine	6.3	148	13
18. Watched ESPN2 last week	12.3	148	3
19. Watch Ally McBeal	6.2	147	9
20. Listen to modern rock	6.9	147	13

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a pool or hot tub	19.2	217	4
2. Own a trash compactor	8.6	211	6
3. Home has a fireplace with glass doors	35.8	204	7
4. Home has a fireplace with no glass doors	25.7	195	6
5. Own a hot tub/whirlpool spa	9.4	179	8
6. Own a built-in gas oven	22.6	179	2
7. Own a clothes dryer (gas)	29.1	179	2
8. Own a fireplace	33.1	177	7
9. Home has a programmable thermostat	38.4	177	6
10. Home has a timers for outdoor lights	17.6	173	5

POWER UTILITIES

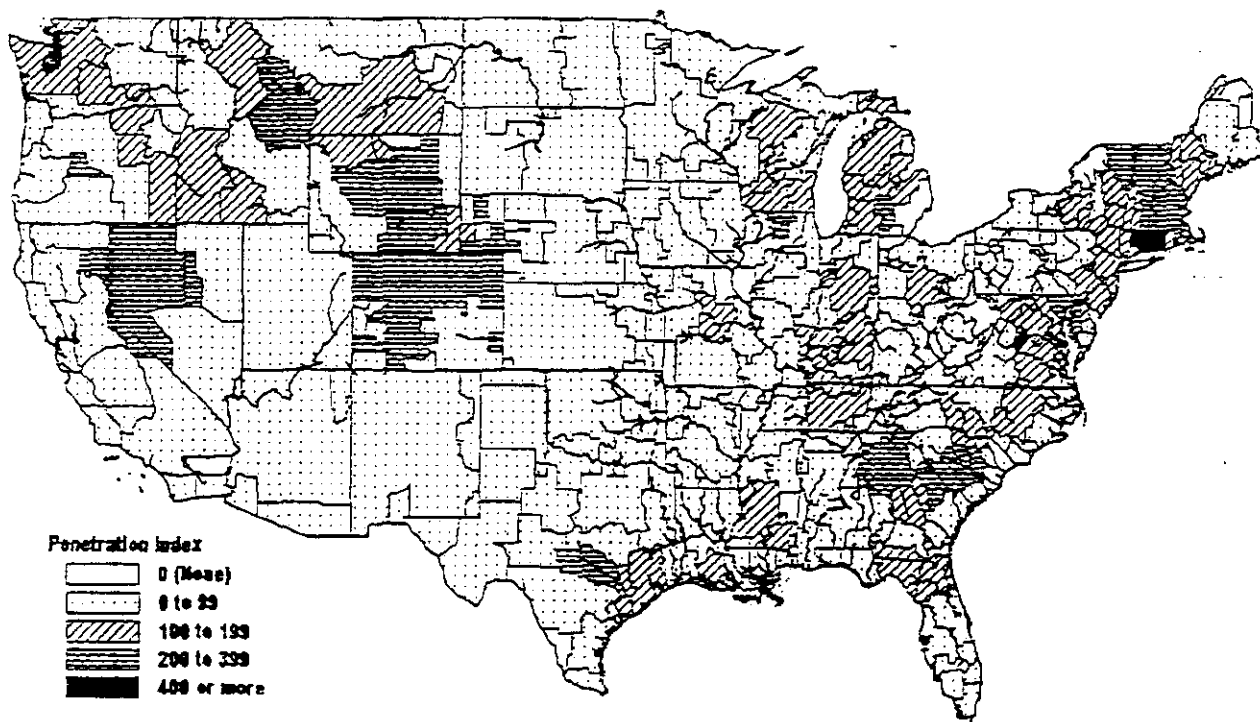
	Percent Penetration	MicroVision Index	Rank
1. Have a natural gas fireplace with glass doors	14.9	325	4
2. Have a natural gas fireplace with no glass doors	8.7	248	5
3. Have an electric pool or hot tub	13.2	211	5
4. Heat pump used as air conditioner is 6+ years old	6.8	206	3
5. Have used voluntary time-of-use rates in current home	11.3	180	4
6. Heater type is heat pump	13.4	178	6
7. Have a gas non-convection oven separate from range top	6.3	171	11
8. Have a home security system	25.4	168	7
9. Received cash rebates for energy eff. appliances in current home	10.8	165	3
10. Have clothes dryer fueled by natural gas	32.0	163	4

5 - Prosperous Metro Mix Segment
Accumulated Wealth Group

1999

6 Good Family Life

Segment Concentration by Designated Market Area (DMA)



These are typically high income, married couples with children. They live in rural areas and live in owner-occupied, single family detached units. They have a high level of education and work in white-collar occupations.

Good Family Life adults are more likely than average to be between the ages of 35 and 59 years, and over 10% more likely than average to have children ages 10 to 17. Their median household income is 67% above average, ranking them seventh. These adults are the second most likely to be married (24% above average) and third most likely to live in owner-occupied and single family detached housing. Over 80% of these households are located in rural areas, which is over three times the national average. They are found in particularly high concentrations in the rural parts of New England, the Midwest and the West. Although they are primarily located in rural areas, their property value is over 50% higher than the national average. They rank third in having an associate degree and are over 40% more likely than average to have a bachelors or post graduate degree. They are 16% more likely to have a white-collar job, ranking highest in the technical support (11th) and executive and managerial (12th) occupations. They are the fourth most likely to drive alone to work, and have an above average commute time

This segment is the most likely to own a powerboat and go power boating last year. They read golf magazines and are likely to own cross-country boots or ski equipment.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	7.39	104	17
5 to 9 Years	7.73	106	14
10 to 14 Years	7.76	110	10
15 to 17 Years	4.62	114	9
18 to 20 Years	3.85	92	28
21 to 24 Years	1.09	83	38
25 to 29 Years	3.52	93	36
30 to 34 Years	6.38	91	43
35 to 39 Years	5.91	83	46
40 to 44 Years	7.98	101	18
45 to 49 Years	9.66	121	3
50 to 54 Years	9.02	127	5
55 to 59 Years	7.40	123	7
60 to 64 Years	5.34	112	10
65 to 69 Years	3.79	95	33
70 to 74 Years	2.91	80	38
75 to 79 Years	2.29	68	42
80 to 84 Years	2.58	56	42
85 or More Years	0.77	45	44
Average Age	34.94	95	37
Median Age	36.16	100	25

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	5.44	32	46
\$ 15,000 to 25,000	6.04	44	45
\$ 25,000 to 35,000	7.08	56	45
\$ 35,000 to 50,000	12.82	79	39
\$ 50,000 to 75,000	25.56	132	5
\$ 75,000 to 100,000	19.09	198	4
\$100,000 to 150,000	15.12	230	6
\$150,000 or More	8.86	194	9
Average Income	\$ 82,460	147	9
Median Income	\$ 68,219	167	7

6 - Good Family Life Segment
Accumulated Wealth Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	1.15	3	47
Suburban	16.23	38	42
Rural	82.62	333	5

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	95.45	119	1
Black	2.52	21	49
Native American	0.35	44	43
Asian	0.98	35	41
Pacific Islander	0.04	30	43
Other	0.66	17	49
Hispanic	2.23	25	50

EDUCATION

	MEAN	INDEX	RANK
Some High School	11.81	48	39
High School Graduate	28.06	94	29
Some College Attendance	21.59	115	12
Associate Degree	8.28	134	3
Bachelors Degree	19.87	151	14
Post Graduate Degree	10.39	144	14

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	67.33	116	14
Total Blue Collar	32.67	78	37

WORKERS

	MEAN	INDEX	RANK
No Workers	5.81	45	47
1 Worker	22.67	81	49
2 Workers	55.06	121	5
3 or More Workers	16.46	123	8

1999

6 - Good Family Life Segment
Accumulated Wealth Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	86.29	134	3
Renter Occupied	13.71	38	48
Median Rent Paid	\$ 445	119	17

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	1.57	11	42
\$ 50,000 to 100,000	15.10	46	40
\$100,000 to 150,000	28.39	132	7
\$150,000 to 200,000	22.84	195	3
\$200,000 to 300,000	21.47	202	7
\$300,000 to 400,000	6.49	159	12
\$400,000 to 500,000	2.27	119	14
\$500,000 or More	1.88	70	18
Median Property Value	\$ 160,827	152	12

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	12.76	52	45
2 Persons	31.25	98	30
3 to 4 Persons	43.32	134	5
5 to 6 Persons	11.57	125	10
7 or More Persons	1.10	64	31
Average Household Size	2.96	113	9

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	2.99	57	39
1 Unit (Detached)	85.56	145	3
2 Units	1.98	41	43
3 to 9 Units	2.63	27	46
10 to 49 Units	1.56	18	44
50 or More Units	0.19	4	45
Mobile Home	4.40	61	25
Other Type of Unit	0.70	64	44

6 - Good Family Life Segment
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1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Ate at Friendly's in the last 4 weeks	2.6	248	2
2. Ate at Chick-Fil-A in the last 4 weeks	2.4	239	2
3. Ate at Dunkin' donuts in the last 4 weeks	3.6	238	2
4. Own cross country boots or skis	7.8	235	2
5. Ate at Baskin Robbins in the last 4 weeks	2.0	234	1
6. Own downhill skis/boots	11.0	229	3
7. Ate at Applebee's in the last 4 weeks	3.1	228	1
8. Shopped at Ames in the last 4 weeks	10.2	205	4
9. Ate at Chili's in the last 4 weeks	1.7	193	6
10. Eat at fine dining restaurants	9.4	191	11
11. Went bird watching in the last year	9.3	190	3
12. Eat at quick service specialty bagel outlets	1.7	189	8
13. Own a stair stepper	6.8	186	3
14. Eat at casual bar & grill restaurant	14.6	184	6
15. Went snow skiing in the last year	8.2	184	9
16. Drive a mini-van	12.2	183	2
17. Ate at Outback Steakhouse in the last 4 weeks	1.4	183	6
18. Went power boating last year	11.2	183	1
19. Purchased girls' coats and jackets in the last 12 months	12.0	179	2
20. Own a power boat	6.2	178	1

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Primary reason for pager company services is business use	20.2	202	3
2. Have more than one personal PC in household	20.7	194	6
3. PC primarily used for business work	15.2	192	7
4. Reason for having primary wireless phone is business	8.4	186	5
5. Reason for having 2 or more lines is to use with fax machine	7.4	185	8
6. Have a pager that has national coverage or alphanumeric display	10.1	181	6
7. Use internet/online services 1-5 times/week	17.0	179	8
8. PC primarily used for education/school	15.6	175	4
9. Second wireless phone is cellular	10.1	174	7
10. Average monthly expenses for online/internet is < \$15	7.7	173	11

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Hold equity loans	22.4	209	1
2. Have a second mortgage on the primary residence	12.6	206	2
3. Have a fixed rate first mortgage on the primary residence	44.2	187	2
4. Strongly Agree: Mutual fund companies give reliable advice	11.4	185	5
5. Have invested in three or more mutual fund families	13.9	175	9
6. Hold U.S. Savings Bonds	30.5	171	2
7. Made savings/investments totaling over \$20,000 last year	10.5	168	9
8. Worked w/financial planner to set up financial plan	11.7	167	6
9. Receive primary financial advice from a financial planner	15.2	166	7
10. Have a SEP/KEOGH account	9.2	165	9

6 - Good Family Life Segment
Accumulated Wealth Group

1999

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Listen to modern rock	8.0	170	7
2. Read Golf Digest Magazine	5.5	166	7
3. Watch Country Living Magazine	8.8	165	3
4. Read Martha Stewart Living Magazine	6.3	159	6
5. Watch Suddenly Susan	5.7	153	5
6. Listen to album oriented/progressive rock format	14.2	151	7
7. Read Airline Magazines	6.5	150	13
8. Listen to Wall Street Journal network	9.5	150	7
9. Watch Spin City	6.3	149	3
10. Read Country Home Magazine	5.8	146	5
11. Read Golf For Women Magazine	8.5	145	9
12. Read Popular Mechanics Magazine	6.8	144	4
13. Read Car & Driver Magazine	5.0	144	6
14. Read Money Magazine	6.9	143	10
15. Listen to NPR (National Public Radio)	5.5	143	13
16. Watch Veronica's Closet	4.6	142	4
17. Listen to classic rock	11.4	141	7
18. Read PC Magazine	4.5	141	13
19. Listen to all sports radio format	13.4	139	12
20. Read Smithsonian Magazine	6.1	139	13

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a water purifier attached to main water supply	14.7	322	1
2. Home has a water softener attached to main water supply	23.4	267	1
3. Own a water softener	19.0	242	2
4. Home has a fireplace with glass doors	40.9	233	5
5. Own a dehumidifier	20.0	209	2
6. Own a riding lawn mower	20.3	204	5
7. Home has a dehumidifier	29.4	201	2
8. Own a hot tub/whirlpool spa	10.5	199	6
9. Own a snowblower	16.1	195	1
10. Home has a pool or hot tub	16.8	189	6

POWER UTILITIES

	Percent Penetration	MicroVision Index	Rank
1. Have an oil/propane water heater	15.7	281	1
2. Prime heating system is oil	20.6	234	3
3. Have a non-natural gas fireplace with glass doors	28.8	233	3
4. Have an electric pool or hot tub	13.3	214	4
5. Have 2 or more central air conditioners	6.7	205	6
6. Heat pump used as air conditioner is 0-5 years old	6.2	200	4
7. Have a propane, non-convection stove and oven combination	7.1	197	10
8. Have a natural gas fireplace with glass doors	8.8	193	8
9. Water heater is part of a furnace or boiler	9.9	184	7
10. Heat pump is used as air conditioner	11.8	174	4

6 - Good Family Life Segment
Accumulated Wealth Group

1999

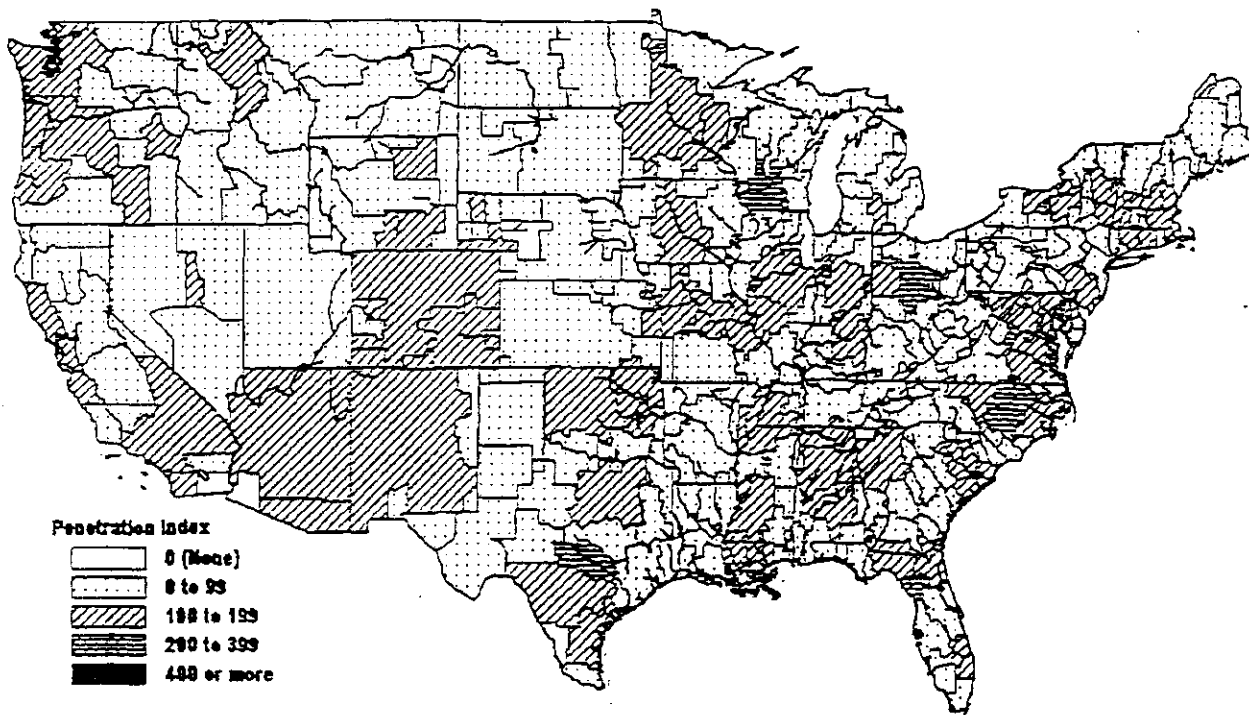
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FOR PUBLIC INSPECTION

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8 Movers And Shakers

Segment Concentration by Designated Market Area (DMA)



These are typically households containing singles and couples, with two workers and no children. They live in the suburbs and some urban areas and have high levels of education and income.

Movers and Shakers are more likely to contain adults 30 years old and above. They rank third in having two persons in the household (17% above average) and are also more likely than average to have only one person. Movers and Shakers have a median household income that is 52% above average and rank fourth in terms of per capita income. About 65% of these households live in the suburbs and another 32% live in urban areas. They are over twice as likely to have received a bachelors or post graduate degree and rank third in working in a white-collar occupation. They rank third in working in professional specialty, fifth in executive and managerial and eighth in sales positions. About one-third of these households are renters, they pay a rent which is 36% above average and they rank third in living in single unit attached housing. Over 50% have two workers in the household and they typically have one or two vehicles.

They are more likely to eat at fine dining restaurants, own a PC for email and business purposes, and to obtain investments from a full-service or discount broker.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	5.26	74	40
5 to 9 Years	5.72	79	39
10 to 14 Years	5.55	78	40
15 to 17 Years	2.99	74	40
18 to 20 Years	2.85	68	47
21 to 24 Years	0.98	75	47
25 to 29 Years	3.23	85	45
30 to 34 Years	6.88	98	24
35 to 39 Years	7.91	111	13
40 to 44 Years	9.00	114	7
45 to 49 Years	8.94	112	10
50 to 54 Years	8.22	116	9
55 to 59 Years	7.25	120	9
60 to 64 Years	5.57	117	7
65 to 69 Years	4.45	112	14
70 to 74 Years	4.05	111	16
75 to 79 Years	3.78	112	16
80 to 84 Years	5.32	115	17
85 or More Years	2.04	119	16
Average Age	40.00	109	10
Median Age	40.54	112	10

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	7.43	43	41
\$ 15,000 to 25,000	7.81	57	41
\$ 25,000 to 35,000	9.14	73	41
\$ 35,000 to 50,000	14.71	91	34
\$ 50,000 to 75,000	22.52	116	11
\$ 75,000 to 100,000	14.84	154	10
\$ 100,000 to 150,000	12.57	191	8
\$ 150,000 or More	10.98	240	7
Average Income	\$ 82,884	148	7
Median Income	\$ 62,108	152	10

8 - Movers And Shakers Segment
Mainstream Singles Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	32.43	98	22
Suburban	64.16	152	9
Rural	3.41	14	35

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	90.98	113	16
Black	4.23	35	37
Native American	0.30	38	45
Asian	3.32	120	17
Pacific Islander	0.06	38	38
Other	1.12	28	42
Hispanic	3.81	42	40

EDUCATION

	MEAN	INDEX	RANK
Some High School	7.67	31	47
High School Graduate	17.05	57	45
Some College Attendance	20.04	107	22
Associate Degree	6.30	102	20
Bachelors Degree	29.03	221	4
Post Graduate Degree	19.91	276	6

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	81.60	140	3
Total Blue Collar	18.40	44	48

WORKERS

	MEAN	INDEX	RANK
No Workers	10.17	78	35
1 Worker	25.87	92	40
2 Workers	52.47	115	9
3 or More Workers	11.49	86	30

1999

8 - Movers And Shakers Segment
Mainstream Singles Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	64.19	100	28
Renter Occupied	35.81	100	23
Median Rent Paid	\$ 510	136	8

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	0.98	7	44
\$ 50,000 to 100,000	13.61	42	41
\$100,000 to 150,000	26.14	121	12
\$150,000 to 200,000	19.41	166	6
\$200,000 to 300,000	20.86	196	9
\$300,000 to 400,000	8.89	218	10
\$400,000 to 500,000	4.37	228	9
\$500,000 or More	5.76	214	9
Median Property Value	\$ 173,896	164	9

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	29.66	122	16
2 Persons	37.36	117	3
3 to 4 Persons	26.93	83	39
5 to 6 Persons	5.31	57	42
7 or More Persons	0.54	31	44
Average Household Size	2.29	87	42

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	10.75	204	3
1 Unit (Detached)	53.49	91	33
2 Units	4.97	103	18
3 to 9 Units	13.41	139	18
10 to 49 Units	12.49	146	13
50 or More Units	3.20	75	18
Mobile Home	0.60	8	44
Other Type of Unit	1.08	98	32

8 - Movers And Shakers Segment
Mainstream Singles Group

1999

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION

	Percent Penetration	MicroVision Index	Rank
1. Eat at quick service specialty bagel outlets	3.0	336	3
2. Eat at Asian restaurants	9.2	226	3
3. Ate at Boston Market in the last 4 weeks	4.0	216	5
4. Eat at quick service coffee house restaurants	2.4	212	8
5. Eat at casual Asian restaurants	9.1	212	5
6. Eat at fine dining restaurants	10.2	208	8
7. Spent \$100 or more on dry cleaning in last 6 months	12.9	204	6
8. Ate at Papa John's in the last 4 weeks	2.4	204	3
9. Shopped at Nordstrom in the past 4 weeks	7.6	203	8
10. Ate at T.G.I. Fridays in the last 4 weeks	1.2	200	4
11. Ate at Carl's Jr. in the last 4 weeks	2.6	200	8
12. Used a professional cleaning service in last 12 months	7.0	198	5
13. Ate at Chili's in the last 4 weeks	1.8	198	4
14. Played tennis in the past year	8.9	194	7
15. Shopped at Neiman Marcus/Saks Fifth Ave. in the past 4 weeks	4.4	193	9
16. Ate at Chick-Fil-A in the last 4 weeks	1.9	193	4
17. Eat at casual bar & grill restaurant	15.3	192	4
18. Traveled to foreign country for 15 or more nights in last 3 years	9.4	192	7
19. Eat at quick service bakery/bagel shops	8.9	190	5
20. Eat at casual Mexican restaurants	10.7	189	5

COMMUNICATIONS & TECHNOLOGY

	Percent Penetration	MicroVision Index	Rank
1. Average monthly expenses for online/internet is < \$15	8.8	199	6
2. PC primarily used for business work	14.8	187	8
3. Spend less than 10 hours/week telecommuting	8.8	185	9
4. PC primarily used for email	8.6	172	6
5. PC primarily used for other purposes	6.2	171	5
6. Use internet/online services 1-5 times/week	15.6	163	10
7. Have voice mail with wireless phone	6.8	157	11
8. Have more than one personal PC in household	16.6	156	10
9. Use internet/online services 11 or more times/week	10.5	153	10
10. Primary wireless phone is analog	13.6	153	7

FINANCIAL SERVICES

	Percent Penetration	MicroVision Index	Rank
1. Made savings/investments totaling over \$20,000 last year	14.0	225	5
2. Hold an American Express Green, Gold, or Platinum credit card	21.9	206	5
3. Use credit card(s) more than 10 times per month	38.6	205	7
4. Strongly Agree: Brokerage firms give reliable advice	12.7	201	2
5. Use discount brokerage services	14.8	197	9
6. Have total investable assets > \$200k	13.4	193	10
7. Use full service brokerage services	32.9	182	6
8. Have invested in three or more mutual fund families	14.2	179	8
9. Have a SEP/KEOGH account	9.7	175	7
10. Have a money market deposit account	13.7	172	8

8 - Movers And Shakers Segment
Mainstream Singles Group

1999

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Listen to NPR (National Public Radio)	10.2	268	5
2. Read Airline Magazines	10.1	232	6
3. Read Worth Magazine	6.4	230	6
4. Read Smithsonian Magazine	9.4	215	5
5. Read Golf Digest Magazine	6.7	200	3
6. Read Golf For Women Magazine	11.1	189	5
7. Read Martha Stewart Living Magazine	7.4	188	3
8. Read Travel Magazines	13.7	187	5
9. Listen to classical radio format	5.7	185	7
10. Read George Magazine	8.2	181	8
11. Read PC Magazine	5.8	179	8
12. Watch Tennis	6.5	174	6
13. Read Epicurean Magazines	9.3	174	7
14. Read Money Magazine	8.2	171	5
15. Read Women's Fashion Magazines	10.1	168	9
16. Read This Old House Magazine	7.7	167	6
17. Read Vogue Magazine	7.1	166	9
18. Read PC World	4.8	166	6
19. Read Business/Finance Magazines	33.7	163	5
20. Read Newsweek Magazine	17.1	160	8

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a fireplace with no glass doors	26.5	201	4
2. Own a espresso/cappuccino maker	11.0	189	6
3. Own a trash compactor	7.3	178	7
4. Own a pasta machine	5.8	172	10
5. Own a electric coffee grinders	23.3	160	6
6. Home has a timers for indoor lights	27.0	156	7
7. Home has a fireplace with glass doors	26.9	153	11
8. Own a hot tub/whirlpool spa	7.9	151	9
9. Own a garbage disposer	36.5	150	8
10. Own a fireplace	26.7	143	10

POWER UTILITIES

	Percent Penetration	MicroVision Index	Rank
1. Pay gas bill with automatic payment method	13.3	249	1
2. Have a natural gas fireplace with no glass doors	6.9	197	9
3. Pay electric bill with automatic payment	14.0	193	6
4. Heat pump used as air conditioner is 6+ years old	5.7	175	6
5. Have a natural gas fireplace with glass doors	7.9	172	11
6. Have an electric grill	6.7	162	5
7. Have a home security system	22.5	143	10
8. Have a non-natural gas fireplace with glass doors	17.6	142	12
9. Heater type is heat pump	10.4	138	10
10. Have used voluntary time-of-use rates in current home	8.5	135	9

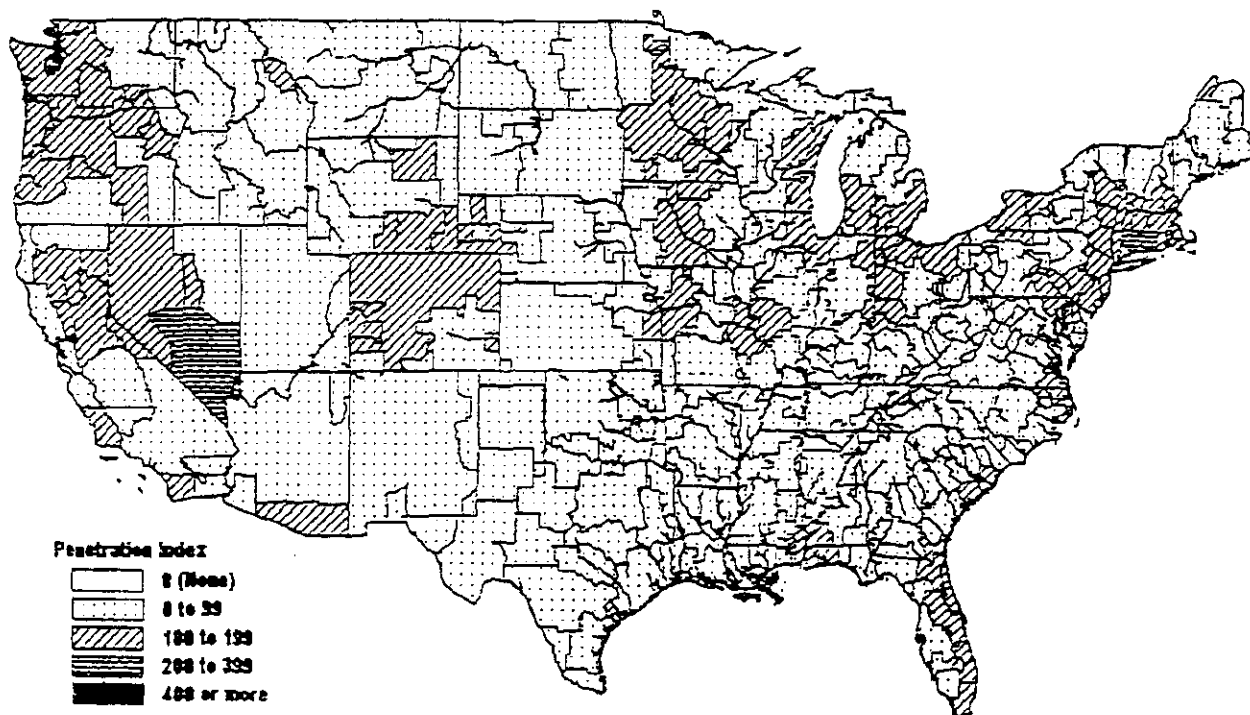
8 - Movers And Shakers Segment

Mainstream Singles Group

1999

10 Home Sweet Home

Segment Concentration by Designated Market Area (DMA)



These households are typically married couples with one or no children at home. They have an above average household income, own their home and are primarily concentrated in the suburbs.

Adults in the Home Sweet Home segment are more likely than average to be 40 years of age or older. Children are present in about 37% of these households, which is slightly higher than the national average. They rank in the top 15 in both median household and per capita income, and rank ninth in the percentage that receive retirement income. These households are more likely than average to contain two to four people. They are 56% more likely than average to live in the suburbs, ranking them eighth. They have an above average likelihood of having a college or graduate degree and they are 18% more likely than average to have a white-collar occupation. In particular, they are over 20% more likely than average to work in executive and managerial, and professional specialty positions. Almost 80% own their homes and their property value is about one-third higher than the national average. They typically have two or more vehicles and workers in the household, drive alone to work and have an about average commute time of just under 22 minutes.

This segment is more likely to have a second mortgage or home equity loan and are actively saving for retirement. They eat at fine dining or casual restaurants, shop at up-scale department stores, and listen to all sports and news radio.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	6.37	90	32
5 to 9 Years	6.64	91	32
10 to 14 Years	6.63	94	33
15 to 17 Years	3.91	97	29
18 to 20 Years	3.54	85	38
21 to 24 Years	1.10	85	34
25 to 29 Years	3.49	92	38
30 to 34 Years	6.62	94	34
35 to 39 Years	6.66	94	32
40 to 44 Years	7.79	98	24
45 to 49 Years	8.42	106	14
50 to 54 Years	7.91	111	13
55 to 59 Years	7.01	116	10
60 to 64 Years	5.57	117	6
65 to 69 Years	4.56	115	8
70 to 74 Years	4.06	111	15
75 to 79 Years	3.63	108	18
80 to 84 Years	4.59	100	28
85 or More Years	1.50	88	33
Average Age	38.10	104	17
Median Age	38.58	107	15

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	7.20	42	42
\$ 15,000 to 25,000	8.38	61	39
\$ 25,000 to 35,000	9.76	78	38
\$ 35,000 to 50,000	16.09	99	26
\$ 50,000 to 75,000	26.32	136	3
\$ 75,000 to 100,000	15.88	165	8
\$100,000 to 150,000	10.88	166	11
\$150,000 or More	5.48	120	13
Average Income	\$ 69,825	124	12
Median Income	\$ 58,142	142	11

10 - Home Sweet Home Segment
Mainstream Families Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	30.20	91	23
Suburban	65.88	156	8
Rural	3.92	16	32

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	92.11	115	11
Black	3.57	30	39
Native American	0.38	49	39
Asian	2.45	88	22
Pacific Islander	0.07	48	33
Other	1.42	36	39
Hispanic	4.66	52	34

EDUCATION

	MEAN	INDEX	RANK
Some High School	13.91	56	35
High School Graduate	29.37	98	26
Some College Attendance	22.19	118	7
Associate Degree	7.72	125	8
Bachelors Degree	17.72	135	16
Post Graduate Degree	9.09	126	16

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	68.61	118	12
Total Blue Collar	31.39	75	39

WORKERS

	MEAN	INDEX	RANK
No Workers	9.75	75	37
1 Worker	24.58	88	44
2 Workers	49.20	108	19
3 or More Workers	16.47	123	7

1999

10 - Home Sweet Home Segment
Mainstream Families Group

Demographic Data

OWNER / RENTER

	M
Owner Occupied	
Renter Occupied	
Median Rent Paid	\$

PROPERTY VALUE (1999)

	N
\$ 0 to 50,000	
\$ 50,000 to 100,000	
\$100,000 to 150,000	
\$150,000 to 200,000	
\$200,000 to 300,000	
\$300,000 to 400,000	
\$400,000 to 500,000	
\$500,000 or More	
Median Property Value	\$ 13

PERSONS IN UNIT

	N
1 Person	
2 Persons	
3 to 4 Persons	
5 to 6 Persons	
7 or More Persons	
Average Household Size	1.2

UNITS IN STRUCTURE

	N
1 Unit (Attached)	
1 Unit (Detached)	
2 Units	
3 to 9 Units	
10 to 49 Units	
50 or More Units	
Mobile Home	
Other Type of Unit	

10 - Home Sweet Home Segment
Mainstream Families Group

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Ate at Friendly's in the last 4 weeks	2.3	219	3
2. Ate at Dunkin' donuts in the last 4 weeks	3.1	203	4
3. Ate at T.G.I. Fridays in the last 4 weeks	1.0	173	9
4. Eat at quick service donut restaurants	4.8	168	3
5. Eat at family style coffee shops	5.4	160	9
6. Shopped at Lord & Taylor in the past 4 weeks	4.0	154	11
7. Ate at the Olive Garden in the last 4 weeks	2.6	151	6
8. Shopped at Home Depot in last 4 weeks	29.1	147	9
9. Own a stair stepper	5.4	146	8
10. Eat at casual Italian restaurants	6.8	146	13
11. Shopped at Macy's in the last 4 weeks	11.9	145	14
12. Eat at casual bar & grill restaurant	11.5	145	12
13. Ate at Jack In The Box in the last 4 weeks	2.0	144	10
14. Have a Mobil credit card	6.8	143	10
15. Used professional carpet cleaning service in last 12 months	11.9	143	10
16. Eat at fine dining restaurants	7.0	143	16
17. Ate at Boston Market in the last 4 weeks	2.7	143	14
18. Own or lease a station wagon	7.9	143	7
19. Purchase full service gasoline	13.2	142	6
20. Own golf clubs	17.5	142	9

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Average monthly expenses for online/internet is < \$15	6.5	147	15
2. Reason for having 2 or more lines is to use with PC modem	13.8	146	10
3. Primary wireless phone is analog	12.7	143	11
4. Reason for having primary wireless phone is business	6.3	139	10
5. Second wireless phone is cellular	8.0	138	10
6. Average monthly expenses for wireless services are <\$20	7.5	137	8
7. PC primarily used for surfing internet or world wide web	4.7	136	12
8. Use internet/online services 11 or more times/week	9.3	135	13
9. Reason for having primary wireless phone is safety	20.2	135	7
10. PC primarily used for other purposes	4.9	134	10

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Hold equity loans	17.9	167	6
2. Have a second mortgage on the primary residence	9.8	160	5
3. Have an auto lease	11.0	151	10
4. Hold an AT&T Universal Card	19.0	149	10
5. Have a fixed rate first mortgage on the primary residence	34.6	147	8
6. Have a mutual fund with a load fee	10.4	145	12
7. Invest in an annuity for retirement savings	10.6	143	10
8. Strongly Agree: Mutual fund companies give reliable advice	8.7	141	12
9. Own stock funds	23.8	141	13
10. Use on-line service for research and to obtain financial info	31.3	140	12

10 - Home Sweet Home Segment
Mainstream Families Group

1999

1999 Lifestyle Data

MEDIA PREFERENCES

	Percent Penetration	MicroVision Index	Rank
1. Listen to all sports radio format	14.1	147	10
2. Listen to all news radio format	10.3	143	17
3. Watched the US Open Golf Championships	13.4	143	9
4. Listen to classical radio format	4.4	141	14
5. Read Martha Stewart Living Magazine	5.6	141	10
6. Watch Kennedy Center Honors	6.7	140	11
7. Read Consumer Reports	13.0	138	10
8. Listen to Wall Street Journal network	8.8	138	9
9. Read Golf Digest Magazine	4.6	137	13
10. Listen to modern rock	6.3	135	17
11. Read PC World	3.9	135	16
12. Read Golf For Women Magazine	7.9	134	12
13. Listen to jazz format	8.0	134	19
14. Watch Spin City	5.6	133	7
15. Listen to golden oldies radio format	19.0	133	9
16. Read Money Magazine	6.4	133	12
17. Read Worth Magazine	3.6	132	14
18. Watched CNBC last week	14.5	131	13
19. Read Airline Magazines	5.7	131	15
20. Watch Drew Carey Show	11.4	130	4

HOME FURNISHINGS & IMPROVEMENTS

	Percent Penetration	MicroVision Index	Rank
1. Home has a fireplace with glass doors	28.5	162	10
2. Home has a dehumidifier	23.7	162	5
3. Own a dehumidifier	15.1	158	7
4. Own a snowblower	12.4	151	10
5. Home has a timers for indoor lights	26.0	150	9
6. Home has a pool or hot tub	13.3	150	10
7. Own a fireplace	27.8	149	9
8. Own a pasta machine	5.0	148	14
9. Home has a carbon monoxide detector	28.1	146	4
10. Own a clothes dryer (gas)	23.5	144	9

POWER UTILITIES

	Percent Penetration	MicroVision Index	Rank
1. Have a non-natural gas fireplace with glass doors	20.4	165	8
2. Last contacted gas company to report a service disruption	5.3	164	5
3. Have a natural gas grill	11.3	160	6
4. Pay gas bill with automatic payment method	8.3	155	11
5. Have an extended service contract from utility company	7.1	154	7
6. Received cash rebates to buy energy eff. appl. in current home	10.0	152	5
7. Have an electric pool or hot tub	9.4	151	9
8. Have a natural gas fireplace with glass doors	6.8	149	12
9. Have clothes dryer fueled by natural gas	28.7	146	6
10. Have participated in home energy audits in current home	16.3	143	8

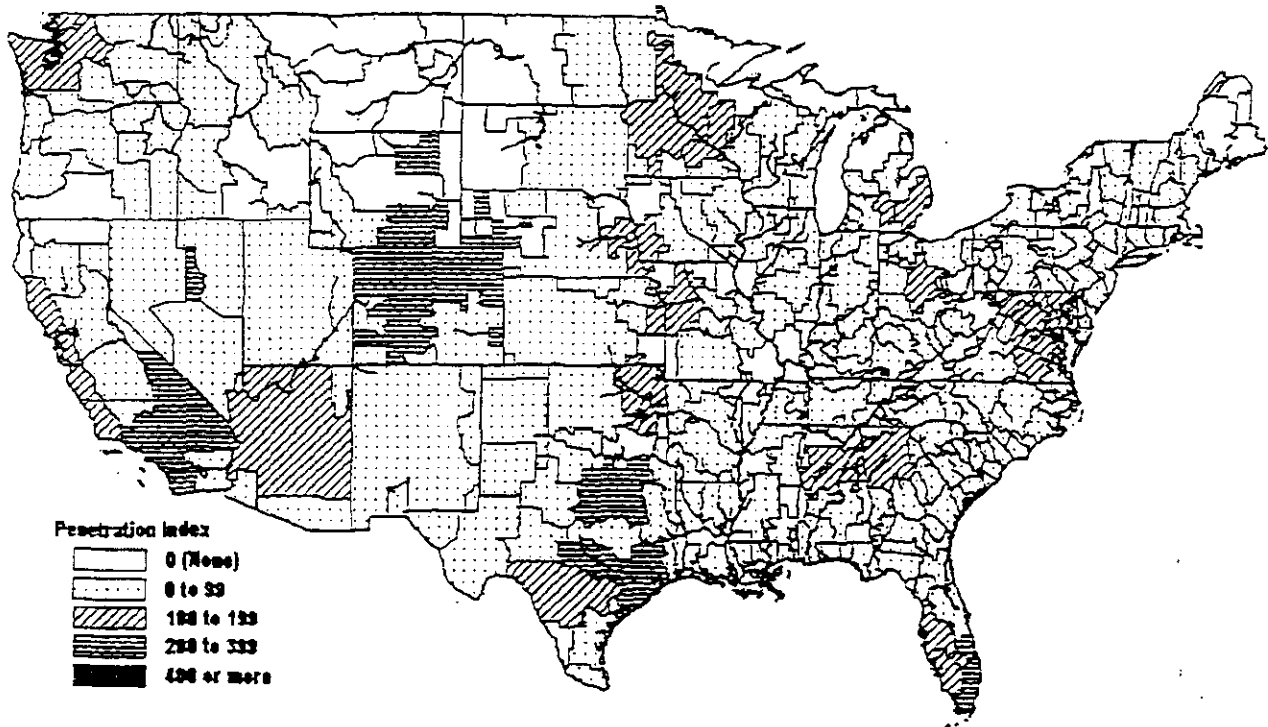
10 - Home Sweet Home Segment

Mainstream Families Group

1999

12 A Good Step Forward

Segment Concentration by Designated Market Area (DMA)



These are typically 22 to 44 year olds living in non-family households with one or two people. They are concentrated in urban areas, are renters, have above average household income, and high per capita income.

This segment contains a very large share of adults with an average age of 41. Another 9% are over the age of 75, which is also well above average. Over 40% are non-family households (ranking them fourth), and only 13% of these households have children, well below the national average. Over 48% of these are single person households (98% above average) and another 35% have two occupants. Although the median household income of this segment is just above the national average, they rank eighth in per capita income (51% above average). They are 85% more likely than average to live in urban areas, and less than one percent live in rural areas. About two-thirds of these are renter-occupied households (well above average), and they rank ninth in amount of rent paid. They are over twice as likely to have a bachelors or graduate degree, and almost 80% have white-collar occupations (ranking them sixth in this category). They rank in the top five in living in structures with between 10 to 49 units and 50 or more units. Over half of these households contain two workers, and they rank first in having one vehicle in the household.

A Good Step Forward is the most likely to have renters insurance and the second most likely to have changed their residence or relocated last year. They are also likely to eat at casual dining restaurants, shop at upscale department stores, and read women's magazines.

Demographic Data

AGE (1999)

	MEAN	INDEX	RANK
0 to 4 Years	3.79	54	45
5 to 9 Years	4.22	58	43
10 to 14 Years	3.60	51	45
15 to 17 Years	1.57	39	47
18 to 20 Years	1.97	47	49
21 Years	0.92	71	48
22 to 24 Years	4.18	110	11
25 to 29 Years	9.97	142	3
30 to 34 Years	10.77	151	2
35 to 39 Years	11.29	142	3
40 to 44 Years	9.29	117	7
45 to 49 Years	7.14	101	16
50 to 54 Years	5.81	96	25
55 to 59 Years	4.47	94	33
60 to 64 Years	3.81	96	31
65 to 69 Years	3.80	104	19
70 to 74 Years	3.90	116	14
75 to 84 Years	6.56	142	8
85 or More Years	2.95	172	6
Average Age	41.57	114	7
Median Age	40.77	113	8

INCOME (1999)

	MEAN	INDEX	RANK
\$ 0 to 15,000	13.44	78	33
\$ 15,000 to 25,000	13.25	96	36
\$ 25,000 to 35,000	14.27	114	21
\$ 35,000 to 50,000	18.93	117	6
\$ 50,000 to 75,000	19.59	101	18
\$ 75,000 to 100,000	9.24	96	18
\$100,000 to 150,000	6.11	93	15
\$150,000 or More	5.16	113	14
Average Income	\$ 57,543	102	15
Median Income	\$ 42,157	103	17

12 - A Good Step Forward Segment
Mainstream Singles Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	60.98	185	10
Suburban	38.22	91	29
Rural	0.80	3	44

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	86.76	108	25
Black	6.44	53	25
Native American	0.36	46	42
Asian	4.12	148	15
Pacific Islander	0.11	78	21
Other	2.21	56	27
Hispanic	6.61	74	24

EDUCATION

	MEAN	INDEX	RANK
Some High School	10.68	43	44
High School Graduate	19.64	65	41
Some College Attendance	21.91	117	11
Associate Degree	6.65	108	15
Bachelors Degree	26.23	200	7
Post Graduate Degree	14.89	206	11

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	78.34	135	6
Total Blue Collar	21.66	52	45

WORKERS

	MEAN	INDEX	RANK
No Workers	13.26	102	27
1 Worker	26.98	96	36
2 Workers	52.28	115	11
3 or More Workers	7.48	56	44

1999

12 - A Good Step Forward Segment
Mainstream Singles Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	30.28	47	42
Renter Occupied	69.72	195	9
Median Rent Paid	\$ 498	133	9

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
\$ 0 to 50,000	1.70	11	41
\$ 50,000 to 100,000	16.94	52	39
\$100,000 to 150,000	23.68	110	17
\$150,000 to 200,000	16.07	137	12
\$200,000 to 300,000	18.49	174	11
\$300,000 to 400,000	9.65	237	8
\$400,000 to 500,000	5.39	282	6
\$500,000 or More	8.08	301	7
Median Property Value	\$ 173,895	164	10

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	48.59	198	4
2 Persons	34.86	109	11
3 to 4 Persons	14.24	44	47
5 to 6 Persons	2.04	22	47
7 or More Persons	0.27	16	49
Average Household Size	1.79	68	47

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	5.55	105	22
1 Unit (Detached)	13.60	23	45
2 Units	2.86	59	35
3 to 9 Units	18.81	195	9
10 to 49 Units	33.96	396	1
50 or More Units	23.28	542	5
Mobile Home	0.55	8	45
Other Type of Unit	1.38	126	14

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Mainstream Singles Group

1999